



Meeting Summary

Education Committee

February 19, 2015

911 Board Office

3514 Bush St

Raleigh, NC

10:00 AM-12:00 PM

<u>Members Present</u>	<u>Staff Present</u>	<u>Guest</u>
Margie Fry, Chair	Tina Bone	Tammy Aldridge- phone
Heather Joyner-phone	Dave Corn	
Jeff Shipp	David Dodd- phone	
Jimmy Stewart	Richard Taylor	
Rick Thomas	Richard Bradford	
<u>Members Absent</u>	<u>Staff Absent</u>	
Lora Nock		
Brian Short	Marsha Tapler	
Laura Sykora		
Judy Jenkins		

Tab 1: Meeting called to order by Margie Fry at 10:10 AM, and welcomed everyone. Richard Taylor called the roll and recognized those on the phone.

Tab 2: Richard Taylor provided an update on the potential for radio advertising for the 911 Board. He had another discussion with Curtis Media and voiced some of our concerns regarding demographics and other issues. David Lawrence with Curtis Media came back with some other ideas. One idea is to start in March with the NC News Network creating a new feature recognizing a Telecommunicator in various regions across the State each month. Richard indicated the initial prices seem to be a bit much, but negotiable. Richard also showed a list of their stations and the diversified formats they provide. Richard played an audio example of what a 60 second spot might sound like. Richard mentioned if other media outlets such as TV stations and newspapers picked up on these spots, this could result in additional “free” advertising.

Richard said there is approximately \$ 90,000.00 in the budget for Educational endeavors. The Committee seemed to really like the idea, but Margie said she would like to see if there can be some savings found in the proposal. Rick Thomas mentioned if this project has to go to bid, the costs may be reduced. The downside to that is by the time this goes through the procurement process, we are another 5 or 6 months down the road. Jeff Shipp asked is there is a financial number that can come in below the need for a bid process? Richard Bradford arrived at the meeting and said anything less than \$10,000 does not have to be put out to bid. There are a lot of variables. The procurement process always has to be followed, but bids may not always be necessary. Jeff Shipp made a motion for the Committee to recommend to the Board that \$60,000.00 be allocated for this project, and Richard Taylor be given the authority to negotiate the best rate he can. Jimmy Stewart seconded the motion, and it passed without opposition.

Tab 3: The next item on the agenda was an update of the relationship between Google and the State of NC. Richard Bradford said their terms and conditions are inconsistent with the law and the State's business practices. The amount of revenue Google would derive would not be sufficient enough to encourage them to change their current practices. Mr. Bradford does not support or recommend any the pursuit of any relationship with Google.

Tab 4: Margie Fry recognized Tammy Aldridge who has created some sample flyers that the Committee might want to use help get out the messages of "Call if you Can, Text if you Can't", "Know Your Location", and "Don't Hang Up." Richard said Staff could create a tab on the 911 Board's website, and load all these examples so that agencies could download them and create their own flyers in Microsoft Publisher. There was a discussion as to whether photos used on the flyers could be used without a license?

Margie thanked Tammy for her help, and noted this addresses another need voiced in the Managers meeting; that of having materials created and provided at little to no cost to the PSAPs. Richard Taylor thinks the Board could possibly have generic flyers printed up on a topic, such as Text to 911, and have PSAPs order directly from the printer.

Tab 5: David Dodd gave an update on the accomplishments of the Training Sub-Committee. The Sub-Committee identified 3 goals and priorities. First, there needs to be a series of one-day classes provided for Center Manager on a variety of topics. Second, there is a need to develop a class for new and prospective managers. The class might be 40-60 hours in length, and be specific to NC needs. The third goal/priority would be to develop a long term program for managers, ideally delivered through the community college system that would result in a professional certification. The ideas were well received by the Committee, who decided to address the first priority by looking at a list of possible topics collected during the Staffing and Retention Classes and having the Committee members pick their top 10 topics. The most popular 10 topics would be presented in the weekly newsletter and let the PSAP managers pick their top 3 or 4 topics. Richard Taylor mentioned Angie Schultz with Raleigh-Wake 911 is working with Wake Tech to develop an educational program for PSAP Managers that might help address priority number 3. David Dodd is go contact Angie and find out more information.

Tab 6: There was no additional business to come before the Committee.

Tab 7: The next meeting of the Education Committee will be on Tuesday, April 14th, at 10:00 Am in Raleigh. Margie Fry adjourned the meeting at 12:09 PM.